



Subcontracting: How to Ensure a Teamed Approach

Department of Transportation
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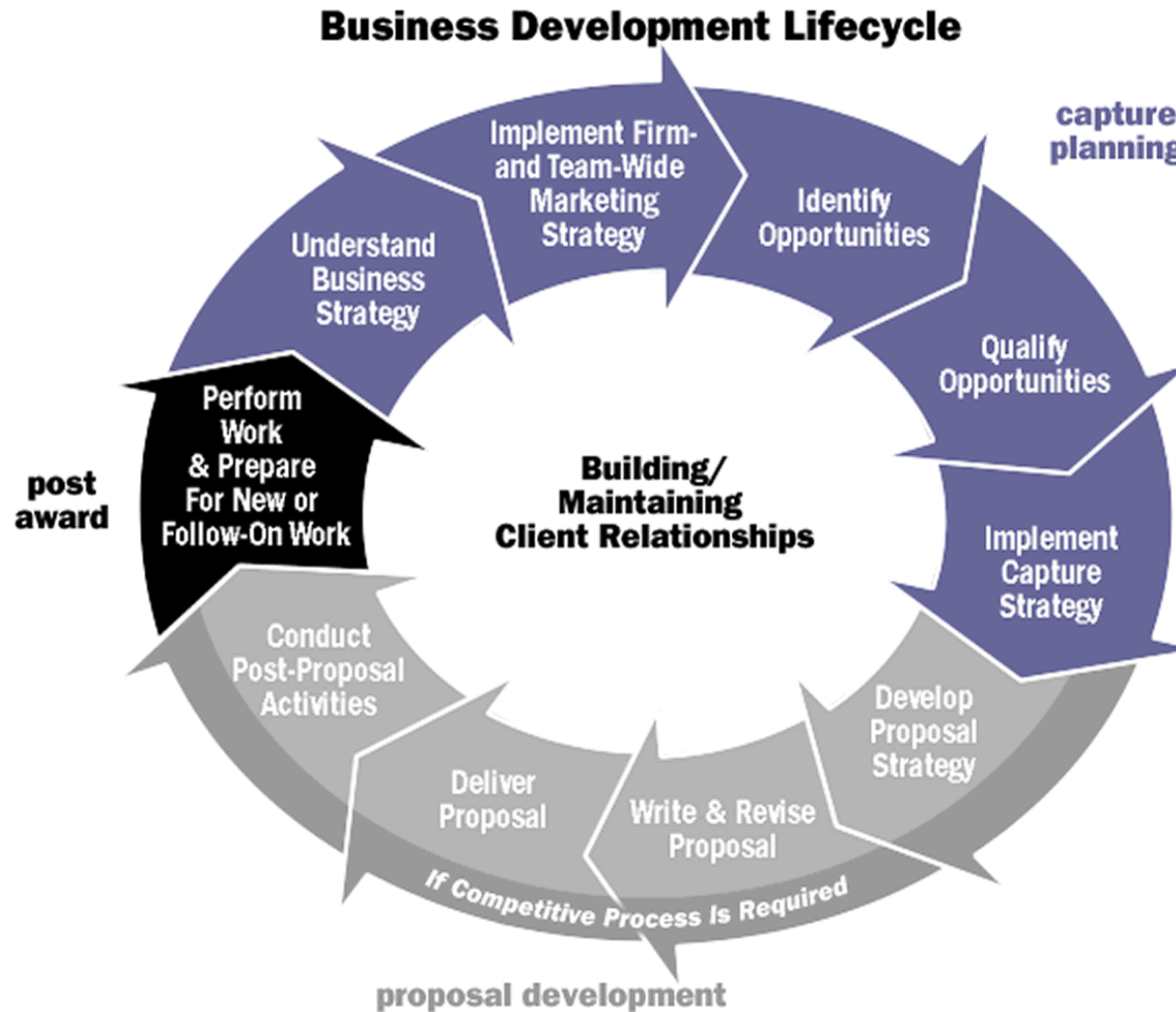
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Recent Small Business Program Recognitions

- ▶ **U.S Department of Defense Office of Small Business Programs** - 2010 Nunn-Perry Award for accomplishments in the department's Mentor-Protégé Program with National Security Agency protégé, PROTEUS Technologies, on March 10, 2010; previous winner 2008, 2005
- ▶ **Department of Justice Award** - for GFY 2008 Small Business Subcontracting Accomplishments, presented in June 2009 for the **third** consecutive year
- ▶ **Department of Veteran's Affairs** - "Corporate Champion Award" - for our substantial contributions to expanding business opportunities for veterans and service-disabled veterans, also presented in June 2008 for the **second** consecutive year
- ▶ **Vetpreneur** - recognized Booz Allen Hamilton for the **fifth** consecutive year as one of the "10 Best Corporations for Veteran-owned Businesses"
- ▶ **Department of Defense** - "Inaugural Prime Subcontracting Award" – for subcontracting excellence with Service-disabled veteran-owned small businesses for the **second** consecutive year
- ▶ **DCMA and SBA Small Business Program Review** – "Highly Successful Rating" 2008
- ▶ **Greater Washington Board of Trade** recognized Booz Allen with the "2008 Guiding Small Business Growth Award"

A teamed approach has a play in each phase of the business development lifecycle



Teamed Approach to Shaping and Capturing an Opportunity

▶ The Game Plan

The Game Plan

A large business and small business can often effectively shape and capture an opportunity early

- ▶ Joint marketing meetings with the client
 - Technical client
 - Office of Small Business Programs/Office of Small Disadvantaged Business Utilizations
 - Contracting Officer
 - Any other stakeholder
- ▶ Marketing materials that demonstrate partnerships
 - Mentor-protégé relationships
 - Prime/sub partnerships
- ▶ Develop white papers in partnership
 - Leverage multiple point of views
 - Provide the groundwork for a comprehensive solution
 - Consider procurement structure options
- ▶ Reveal network and business connections

The Game Plan

Communication with your prime and awareness of the market are two vital components to jointly shaping an opportunity

- ▶ Communicating with your potential prime
 - Market and/or industry intelligence
 - Potential teaming partners for consideration
- ▶ Awareness of influences
 - Who is the incumbent if this is existing work
 - Could the opportunity go set aside
- ▶ A *better – together* concept
 - a *better together* concept to coordinate marketing efforts that brings the innovative and entrepreneurial solution of our elite small business teammates that best meets the Client's needs

Developing a trusted relationship between the prime and subcontractor is the driving force behind a teamed approach

Teamed Approach to Proposal Development

► The Team

It takes a team to develop a winning proposal

- ▶ Large business prime contractors may have the resources to dedicate to developing a proposal, but each team member's participation is imperative to developing a winning proposal
- ▶ Each team member must be responsive to data calls. The results of data calls often impact the prime contractor's proposal strategy or win themes
 - Competitive preliminary and final rates
 - Producing resumes quickly
 - Accurate representations and certifications to include socioeconomic category and NAICs codes
 - Quals
 - Capabilities
- ▶ Team proposal kick-off meetings
- ▶ Color team participation
 - Subcontractor's participation often provide objective and unbiased opinions which may increase win probability

The Team

Federal procurement trends are often driving larger teams

- ▶ Indefinite Delivery Indefinite Quantity (IDIQ) contracts with large and varied scope of work
- ▶ Small business goals based on total contract value
- ▶ Work being completed nationally and/or OCONUS

Teamed Approach to Execution and Post Award

▶ Game Time

Upon contract award, a teamed approach must continue throughout execution

- ▶ Prime ensuring subcontractors become part of the partnership with the customer
- ▶ Prime may conduct meet and greets with various clients and assisting in forming trusting working relationships
- ▶ Teammates, when appropriate, participate in monthly program reviews and client briefings
- ▶ Streamlined the acquisition process through portals, policies, procedures to expedite subcontract execution
- ▶ Subcontractors can leverage prime contractor's vehicle to secure new work (GWAC, MAC, etc.)

Booz Allen has a reputation for being a very inclusive Prime because we value the experience and insight our teammates provide, and certainly in the execution phase where our teammates, when appropriate, participate in monthly program reviews and client briefings

---we can't do it alone

A Few Things to Consider

- ▶ Marketing to a Large Business

A few things to consider when marketing your firm to a large business

- ▶ Tailor your presentation to the audience—one size does not fit all
- ▶ Low hanging fruit mentality does not resonate
- ▶ Arm your employees with company knowledge
- ▶ Know your target client
- ▶ Leverage and reveal relationships
- ▶ Don't accept anything less than a name (assuming the company is a potential fit)
- ▶ Lead with technical capability not socioeconomic classification
- ▶ Don't take your credentials/qualifications for granted
- ▶ Be aware of budget trends-follow the money trail
- ▶ Listen, then ask
- ▶ Identify and seek out stakeholders—decision makers

Quick Overview

▶ Booz Allen Hamilton

Our Mission

Booz Allen Hamilton partners with clients to solve their most important and complex problems, making their mission our mission and delivering results that endure

What We Bring

Expertise, objectivity, and the capabilities of exceptional people —combined with the institutional experience of helping clients succeed for more than 90 years

What Distinguishes Us

Booz Allen ...

- ... combines a consultant's unique problem-solving orientation
- ... with deep technical knowledge and strong execution
- ... to help clients achieve success in their critical missions

The Firm

- Annual Revenue — \$4.5 billion
- Private corporation
- Founded in 1914

Scale and Scope

We have 22,000 talented people, serving clients from more than 80 offices

Our Expertise

- Organization & Strategy
- Economic & Business Analysis
- Supply Chain & Logistics
- Intelligence & Operations Analysis
- Information Technology
- Systems Engineering & Integration
- Assurance & Resilience
- Modeling & Simulation

Markets We Serve

- Defense
- National Security
- Homeland Security
- Law Enforcement
- Health
- Energy
- Environment
- Financial Services
- Transportation